

ABSTRACT

The present invention is to efficiently exploit user needs. When a user registers a product in a favorites list, proxy server 2 saves the search parameters for that product. Proxy server 5 2 presents the search parameters saved in text or icon format to a user terminal 1, and accepts changes to the search parameters. Proxy server 2 receives a product purchase selection from user terminal 1, and saves the purchase history of the user. By presenting users' purchase histories to a vendor 10 terminal 3 and the like, a product provider will know the degree to which what information presented to what user is effective. A product provider can effectively present information and promote an increase in sales.